



Balance Sheet

VOL. 96, NO.4

DAYTON CHAPTER

Please join us for the first meeting of the season!

FIRST SESSION SPEAKER

September 20, 2022
5:30 – 6:20 p.m.
Engineers Club

Justin Wiedle, CPA
McGohan Brabender

Health Care Update



In 2019, Justin joined McGohan Brabender (MB) as an Employee Benefits Consultant, educating his clients and their workforce on maximizing productivity and profitability by becoming better health care consumers.

Prior to joining MB, Justin worked in finance and accounting, serving as Assistant Finance Director, a Senior Financial Analyst, an Auditor, and a Tax Preparer.

Justin is licensed in Ohio as a CPA and School Treasurer, holding a Bachelor's Degree in Accountancy and Finance and a Master's Degree in Accountancy, both from Wright State University. Justin utilizes his knowledge outside of office hours by serving on his local school district's Finance Committee and Levy Committee.

NEXT MEET-UP SOCIAL

HINDERS BAR AND GRILL
TIPP CITY, OH

9/29/22 – 6:00 PM

SEE PAGE 2 FOR ADDITIONAL DETAILS

SECOND SESSION SPEAKER

September 20, 2022
7:20 -8:10 p.m.
Engineers Club

Paul Myers, CMA, CSCA, CPA
IMA – Diversity, Equity & Inclusion Committee

Hiring for Culture Add



Organizations create additional value through diverse teams. The hiring process can be a critical time to identify what a candidate can bring to your team. Organizations need to transition from a method of finding the right “fit” with its culture to identifying where a candidate can “add” new perspectives that can improve the culture.

Paul Myers has held a number of accounting and finance leadership roles with State of the Heart Hospice, Datwyler Sealing Solutions, the State of Ohio, ITW Food Equipment and Standard Register.

Paul has been a member of IMA for over 25 years with the Dayton Chapter, the Ohio Regional Council, and he served on the IMA Global Board of Directors. He recently completed a term as the Chair of IMA's Diversity, Equity and Inclusion Committee after serving on the committee for the last six years.

Paul has helped present sessions on Diversity, Equity and Inclusion to IMA groups.. He has authored three articles for IMA's Strategic Finance publication on various aspects of Diversity, Equity and Inclusion.

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President's Message



September is such a busy time, with many of us getting back into the swing of more formalized schedules due to school restarting and groups restarting activities after the summer break. Just like we are with our dinner meeting series.

DINNER MEETING - We are finally fully back where everyone can attend our dinner meetings...hooray! Before dinner, we are pleased to welcome back McGohan Brabender and its representative Justin Wiedle (a fellow accountant) who will be giving us a Health Care Update. After dinner, I have the pleasure of sharing with you the session I developed for IMA's Annual Conference this year, "Hiring for Culture Add". We'll discuss the value of searching for diverse viewpoints on your team and how you can more effectively search for those during the hiring process.

SOCIAL / MEET-UP – Please join us on Thursday, September 29th (6:00 pm) at Hinders in Tipp City for our next social gathering. It will be a nice to time to make new connections or catch up with existing ones!

STUDENT LEADERSHIP CONFERENCE – Students and Academics – Please note that registration is open for the 2022 Conference that is in nearby Pittsburgh, PA. Check out page 3 for details on scholarships.

We hope to see you at the meeting!

Paul Myers
Chapter President

Dayton IMA –September Social IMA Meet Up

When: September 29th, 2022 6:00 p.m.

Where: Hinders Sports Bar & Grill
902 W Main St, Tipp City, OH 45371

Why: To have a good time; network with fellow members

For this Meet-Up, everyone will just make their own purchases

No need to RSVP, but feel free to let us know if you are coming or have any questions at dayton@imachapter.org

DAYTON IMA DINNER MEETINGS - LOOKING FOR A GOOD DEAL?

We are reintroducing our annual subscription plan! You can save both time and money in the upcoming year by prepaying for all of your dinner reservations at once. You save part of the cost of a dinner, and as importantly, you don't have to bother with a payment each month nor do you have to make a reservation—your place will be waiting for you! If you can't make it one month, you can offer it to a co-worker or friend, just let us know if plans are changing.

Prepayment is only \$200 if paid by September 20, 2022.
It's a 10% discount!

For those of you who prefer to make a reservation each month, the rates will continue to be \$32 if you make an advance reservation and \$35 without a reservation. Support from IMA is allowing us to retain these prices for now.



If you would like to take advantage of this limited time offer, please make checks payable to "IMA – Dayton Chapter" and bring them to the September dinner meeting. Please confirm with Paul Myers, at dayton@imachapter.org now or when you register for the September meeting.

23rd ANNUAL STUDENT LEADERSHIP CONFERENCE

Calling all students who want to be future accounting leaders and CFOs! It's time to polish up your resume and kick your networking skills into high gear because IMA's most highly anticipated event for students and academics will be here before you know it.

Advancing your career starts with a single, purposeful step. Attending IMA's Annual Student Leadership Conference can help you begin or continue your journey by connecting you with industry professionals, students, professors, and more in a relaxed, collaborative environment.

Imagine new directions for your career path with IMA!

Conference highlights include:

- Dynamic Keynote and Concurrent Session Presentations by Industry Experts
- Pre-Conference Industry Tours -Pittsburgh Penguins, US Steel, PNC
- Networking Events and More!



Jump-start your journey from the classroom to the boardroom.

Students – check the box below on how to learn to apply for a grant to help you attend!

Registration is now open, so for more details, visit:

<https://www.imastudentconference.org/event/>

Thinking about the CMA Certification

[Find out more Here](#)

A promotional graphic for IMA Chapter Members. It features a laptop, a tablet, and a smartphone displaying the GLEIM CMA REVIEW. The text reads: "IMA CHAPTER MEMBERS SAVE 25% ON THE #1 MOST COMPREHENSIVE CMA REVIEW". There is a "SAVE NOW" button at the bottom. Logos for GLEIM, CMA REVIEW, and IMA are visible.

STUDENT CONFERENCE \$250 SCHOLARSHIP GRANTS AVAILABLE

There are scholarship grants available for this year's STUDENT LEADERSHIP CONFERENCE from the Ohio Regional Council of IMA...**\$250 for students in the Dayton Chapter area.**

Ohio Region IMA students (including Indiana University East) who wish to apply for Council assistance will complete an application which will ask them why they want to attend the annual IMA Student Leadership Conference in Pittsburgh and ask them to describe their current and/or expected involvement in IMA.

Link here to learn the full details

<https://ohio.imanet.org/students/slc-grant> . The link to the application is at the bottom of the page.

If you are having any difficulties with the Council website, so please reach out to Paul Myers in the meantime at dayton@imachapter.org .

Visit the web-site at <http://www.dayton.imanet.org/>

IMA Launches Global Ad Campaign Highlighting the Need for Skilled CMAs in Businesses

New York and Montvale, N.J., September 14, 2022 – Today, [IMA](#)[®] (Institute of Management Accountants), the association of accountants and financial professionals in business, launched a new global, integrated advertising campaign in support of the [CMA](#)[®] (Certified Management Accountant) certification program. The multi-channel campaign was developed in partnership with The Gate, an international advertising agency and marketing services company, for the seventh consecutive year.

The ads look to empower accounting and finance professionals to take control and explore how the CMA certification can help advance their careers. The videos and digital executions take an empathetic look at feeling invisible and being stuck in executing routine, daily tasks. They serve to inspire real, behavioral change among individuals to get to the next level, where they can drive strategic decisions, make an impact on their business, and step up to a leadership role. The message remains that accounting and finance professionals with a CMA will always be in demand and this year's campaign emphasizes that the certification will make professionals visible to their colleagues, managers, and organizations.

“Our campaign taps into the insight that many accountants feel invisible at work and stuck in a slow-moving career. But if they step up and get their CMA, they'll have the skills they need to feel seen and appreciated,” said David Bernstein, Chief Creative Officer, The Gate.

The ads are accessible here:

- [“Take control of your career as a CMA”](#)
- [“You'll go places with the CMA”](#)

“At a time when companies are facing new challenges, rising costs, resource constraints, and looking at completely new ways of doing business, the skills of CMAs are more valuable than ever,” said Ellen Gurevich, CAE, CMO and senior vice president of marketing at IMA.

“Employers need to have finance and accounting leaders who can step up to create insights and strategies to keep up with the pace of change and break through. CMAs are equipped to analyze and deliver results in ways that others cannot. They have the skills necessary to serve as strategic advisors in their organizations, and in turn, advance their careers.”

The CMA verifies mastery of the 12 most critical practice areas in management accounting, including planning and analysis, performance management, and risk management. Earning the CMA enables finance and accounting professionals to contribute actively to organizational strategy as business partners and to make the leap from more traditional and junior-level finance roles into more strategic leadership positions. This means that CMAs are well-positioned to make the leap from more traditional and junior-level finance roles into strategic leadership positions.

The campaign utilizes connected television, programmatic display, social media, streaming audio, search engine marketing, industry specific newsletters, and has global extensions in IMA's key regions. There will also be a concurrent public relations campaign, and promotions on IMA's website and social channels.

UPCOMING WEBINAR SCHEDULE

INSIDE TALK

Stepping Into the Future of Controllership

Wednesday, September 21, 2022 from 1:00 p.m. to 2:00 p.m. (EDT)

Field of Study – Computer Software & Applications – Technology & Analytics

This presentation will cover findings from a global report that assessed how prepared the controllership function is to meet future business demands. Carole Jawhar and Grant Casner of Deloitte & Touche, LLP, and Loreal Jiles of IMA® (Institute of Management Accountants), will discuss the current and future state maturity of controllership and highlight gaps to meet future expectations. The panelists and survey findings will provide guidance on how controllers and their teams can develop a strategic framework that prioritizes the skills and competencies, workplace culture, and emerging technologies needed to optimize functional value delivery and empower a new controllership of the future.

STRATEGIC MANAGEMENT

Strategic Valuation in the New Economy

Monday, September 19, 2022, from 1 p.m. to 2:00 p.m. (EDT)

Field of Study – Finance – Strategy, Planning and Performance

Join us for this webinar focused on how to conduct a strategic valuation for a company or operating unit. Strategic valuation is a qualitative and analytical valuation process and a logical foundation for properly valuing an entity. It is used to help develop and validate the key assumptions and value drivers (return on investment, margins, asset turns, and growth) in traditional quantitative valuation models, and can be used in capital and resource reinvestment decisions. Today, strategic valuation is needed to understand how an organization intends to create value and to communicate the strategy internally, to the board of directors, and externally, to investors and other stakeholders. Dr. Mark Frigo of DePaul University will help management accounting professionals develop their strategic analysis skills that can be applied to valuation of a business.

LEADERSHIP ACADEMY

Leading Possibility – First, Lead Yourself

Tuesday, October 4, 2022, from 1 p.m. to 2:30 p.m. (EDT)

Field of Study – Personal Development – Leadership

Whether you're leading yourself, your family, your team or your organization, our turbulent world will never be the same again. Join us as leadership performance, coaching expert, and author, Stacey Ashley, reveals strategies and approaches that will help you to feel more resilient, equipped, and in control, so that you can think more clearly, take focused action, and be a leader for yourself, your tribe, and your world.

Check out all IMA webinars http://www.imanet.org/learning_center/IMAWebinars.aspx